Addendum to FSC-97-B	6/10/97
SUBJECT:	Forsyth Second Half 1997 Promotion - Private Label Retail Presence

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FSC-97-B, Forsyth Second Half 1997 Promotion, emphasized the importance of placing a supplemental temporary display and signage with promoted price communication.

There is a direct correlation between Forsyth retail performance and display/price communication. Where we achieve good display and pricing execution our volume and share is superior to those retail accounts where we do not.

When we initially form a Private Label partnership with our retail customers, we do a great job of explaining the importance of proper display and price communication placement. However, over time, some of our retail partners have lost sight of these needs and have either relegated our displays to less desirable locations or have eliminated them all together. In many cases this may be a matter of individual stores within the chain eliminating display/price communication even though it is authorized at headquarters level. These same partners are often those that confront you about their Private Label volume declines. While industry Private Label/Black and White volumes have suffered for several years due to price tier switching by the consumer, we must do everything possible to minimize declines on Forsyth. Therefore, you must ensure that your Forsyth partners refocus on good display position and price communication in all of their stores. They should reiterate this importance to all of their retail locations and we must do everything possible to reposition/reinstall Forsyth displays where positioning has eroded.

Replacement displays (both counter and floor) and price communication POS are available for order through F3FILL under the Forsyth Tobacco Forms heading.

The "Second Half '97" Forsyth promotion (FSC-97B-6/4/97) serves as a great vehicle to reconfirm our support of the partner's Private Label, and at the same time, encourage the chain to recommit to ongoing display and communication of its brand.

Program Contact: Your Region Business Manager
Your Area Manager of Operations

R. J. REYNOLDS TOBACCO COMPANY

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To: Noonan, R, Ridge, Robert, Burrows, Robert, Westenberger, R, Smith, Richard A., Jurgensen, Kurt T., Leonard, John M., Norris, Chuck H., Eckardt, Diane C.
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 6/11/97 8:14
Opened: 6/11/97 8:14
Subject: FWRD: Addendum to FSC-97-B Private Labe

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CC: Macleod, Stephen

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